

(Government Code Section 86104)

SEE INSTRUCTIONS ON REVERSE

ROSS; ESPERANZA

(Zip Code)

95811

MAILING ADDRESS: (If different than above.)

Please see attached pages

Please see attached pages

For Technical Assistance: 916/322-5660

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM

601

FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:
ROSS; ESPERANZA

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III Statement of Responsible Officer

I am a partner, owner, or officer of the lobbying firm of Esperanza Ross.

I am the person responsible for filing statements and reports and keeping records required by Chapter 6 of the Political Reform Act (Government Code Sections 81000-91015). I have read and understand the prohibitions contained in Sections 86203 and 86205.

86203. It shall be unlawful for a lobbyist or a lobbying firm to make gifts to one person aggregating more than ten dollars (\$10) in a calendar month, or to act as an agent or intermediary in the making of any gift, or to arrange for the making of any gift by any other person.

"Gift" as used in Section 86203 means a gift made directly or indirectly to any state candidate, elected state officer, or legislative official, or to an agency official of any agency required to be listed on the Registration Statement of the lobbying firm or the lobbyist employer of the lobbyist.

86205. No lobbyist or lobbying firm shall:

(a) Do anything with the purpose of placing any elected state officer, legislative official, agency official, or state candidate under personal obligation to the lobbyist, the lobbying firm, or the lobbyist's or the firm's employer.

(b) Deceive or attempt to deceive any elected state officer, legislative official, agency official, or state candidate with regard to any material fact pertinent to any pending or proposed legislative or administrative action.

(c) Cause or influence the introduction of any bill or amendment thereto for the purpose of thereafter being employed to secure its passage or defeat.

(d) Attempt to create a fictitious appearance of public favor or disfavor of any proposed legislative or administrative action or to cause any communication to be sent to any elected state officer, legislative official, agency official, or state candidate in the name of any fictitious person or in the name of any real person, except with the consent of such real person.

(e) Represent falsely, either directly or indirectly, that the lobbyist or the lobbying firm can control the official action of any elected state officer, legislative official, or agency official.

(f) Accept or agree to accept any payment in any way contingent upon the defeat, enactment, or outcome of any proposed legislative or administrative action.

VERIFICATION

I have used all reasonable diligence in preparing this Statement. I have reviewed this Statement and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed On 05/14/2010
DATE

By Esperanza Ross
SIGNATURE OF RESPONSIBLE OFFICER

Name of Responsible Officer Esperanza Ross
TYPE OR PRINT

Title Owner

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM
601
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

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II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number Educational Services of America Nashville TN 37217	Effective Date 01/01/2009	Period of Contract indefinite
Agencies to be Lobbied Legislature, Governor, State Department of Education, State Board of Education	Description of Employer's Lobbying Interests Legislation related to nonpublic schools, special education, autism	

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

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II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Richard Ro

Sacramento CA 95811

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

CalCIMA

Sacramento CA 95814

Agencies to be Lobbied
Legislature, Governor

Description of Client's Lobbying Interests
construction, environment, industrial materials

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Patrick Jo

Sacramento CA 95811

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

McGraw-Hill Education, a division of McGraw-Hill Companies, Inc.

Hightstown NJ 08520

Agencies to be Lobbied
Legislature, Governor, State Department of Education, State Board of Education

Description of Client's Lobbying Interests
education, instructional materials, curriculum

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

Association of California Urban School Districts

Sacramento CA 95814

Agencies to be Lobbied
Legislature, Governor, Department of Finance, Department of Education, L - AO, Board of Education, CTC, CA Performance Review, Little Hoover Commission

Description of Client's Lobbying Interests
Education issues that affect urban public schools and their student population SEE ATTACHMENT: I2B4CB41

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

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II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

AVID Center

San Diego CA 92122

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, State Board of Education, CA Performance Review, Little Hoover Commission

Description of Client's Lobbying Interests
Supplemental education that prepare underrepresented students for college

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

California Science Center Foundation

Los Angeles CA 90037

Agencies to be Lobbied
Legislature, Governor, DOF, LAO, CA Performance Review, Little Hoover Commission

Description of Client's Lobbying Interests
Funding for California Science Center

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

High School Districts Association

Bakersfield CA 93303

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, BOE, CA Performance Review, Little Hoover Commission

Description of Client's Lobbying Interests
Special needs of high school districts and their students

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

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II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

Sacramento City Unified School District

Sacramento CA 95824

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, BOE, SAB, CA Performance Review, -
Little Hoover Commission

Description of Client's Lobbying Interests
Matters pertaining to Sac City USD and K-12 -
education in general

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

San Bernardino City Unified School District

San Bernardino CA 92410

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, BOE, SAB, CA Performance Review, -
Little Hoover Commission

Description of Client's Lobbying Interests
Matters pertaining to San Bernardino City USD
and K-12 education in general

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

Santa Ana Unified School District

Santa Ana CA 92701

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, SAB, BOE, CA Performance Review, -
Little Hoover Commission

Description of Client's Lobbying Interests
Matters pertaining to Santa Ana Unified School
District and K-12 education

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

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II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

School Transportation Coalition

Sacramento CA 95814

Agencies to be Lobbied
Legislature, Governor, DOF, DOE, LAO, ARB, Energy Commission, CA Performance Review, Little Hoover Commission

Description of Client's Lobbying Interests
funding and safety issues for home-to-school transportation

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Strategic

Sacramento CA 95814

Effective Date of Contract

05/01/2010

Period of Contract

Indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

Peace Partners, Inc.

Long Beach CA 90813

Agencies to be Lobbied
State Legislature; State Military Agencies

Description of Client's Lobbying Interests
Education; student safety

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

The Senato

Los Angeles CA

Effective Date of Contract

05/14/2010

Period of Contract

Indefinite

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

California Coalition of Option Schools

Rancho Cordova CA 95670

Agencies to be Lobbied
State Legislature, Governor, Dept of Health Services, Dept of Education

Description of Client's Lobbying Interests
Special education

TEXT ANNOTATION

PAGE 0

Schedule F601P2B

Reference No: I2B4CB41

ATTACHMENT:I2B4CB41 populations,school facilities